

Online Marketing Checklist

5 Steps to Online Success



Make

sure your business can be **found online**



Ensure

you have a way to stay in touch with **new and existing customers**



Create

a plan for ways to **generate repeat business**



Engage

and encourage people to **interact with you online**



Measure

your **success**

Is your business ready? Review the information below.

If you answer "no" on any of these items, a Constant Contact advisor can help point you in the right direction.



How People Find You Online

Search for your business

- Make a list of the places that show up on the first page.
- Confirm all information on those results is correct.

Beyond organic search

- Are you using any paid tactics?

YES

NO

KENDRA CORMAN

in partnership with Constant Contact

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Set Yourself Up for Success

Website

- Do you have a website?
 YES
 NO
- Do you have a way to capture email addresses from website visitors?
 YES
 NO
- Do you have a blog to add fresh content?
 YES
 NO

Have you claimed...?

- Social media accounts. (You don't have to use all accounts but you should secure them should you choose to do so.)
 - Facebook
 - LinkedIn
 - Instagram
 - Twitter
 - Pinterest
 - YouTube
- Listings/Review Sites
 - Google My Business
 - Yelp listing
 - Are there other sites your business should be listed on?

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Encourage New and Repeat Business

- Do you have a plan to stay top of mind with your customers?
 YES
 NO
- Are you building an email list and sharing helpful and promotional content?
 YES
 NO
- Are you creating your website to serve as a resource for prospects and customers?
 YES
 NO
- Are you engaging with people trying to interact with your business online?
 YES
 NO
- Are you using social channels to engage with customers and prospects?
 YES
 NO
- Are you using a mix of organic and paid tactics?
 YES
 NO

Notes: